



**JONATHAN E. FIELDING, M.D., M.P.H.**  
Director and Health Officer

**JONATHAN E. FREEDMAN**  
Chief Deputy Director

313 North Figueroa Street, Room 806  
Los Angeles, California 90012  
TEL (213) 240-8117 • FAX (213) 975-1273  
[www.publichealth.lacounty.gov](http://www.publichealth.lacounty.gov)



**BOARD OF SUPERVISORS**

**Gloria Molina**  
First District

**Mark Ridley-Thomas**  
Second District

**Zev Yaroslavsky**  
Third District

**Don Knabe**  
Fourth District

**Michael D. Antonovich**  
Fifth District

January 13, 2012

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.  
Director and Health Officer

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO AMEND  
AGREEMENT NUMBER PH-000569 WITH KCBS MARKETING, INC. FOR THE  
PERIOD OF JULY 1, 2011 THROUGH JUNE 30, 2012**

This is to notify you that I am exercising the delegated authority approved by your Board: 1) on September 9, 2008 to execute amendments to social marketing services Agreement Number PH-000569 with KCBS Marketing, Inc. (KCBS) to amend the scope of work and increase or decrease the maximum obligation by no more than 25 percent; and 2) on August 16, 2011 to implement the Cy Pres sexually transmitted disease (STD) outreach and prevention plan targeted to young women of color in the Second Supervisorial District (Second District) and execute the necessary contracts for the plan, subject to review and approval by County Counsel and the Chief Executive Office (CEO), and notification to your Board.

Under the delegated authority referenced above, I will amend Agreement Number PH-000569 with KCBS to add funding in the amount of \$194,450, comprised of \$177,950 in Centers for Disease Control and Prevention funds and \$16,500 in Cy Pres funds from the Second District, increasing the annual maximum obligation from \$650,000 to \$844,450, for the current funding term of July 1, 2011 through June 30, 2012.

These funds will be used to implement the "Erase Doubt" and "Don't Think, Know" social marketing campaigns to targeted communities, including the unincorporated areas of the Second District. The goal of the "Erase Doubt" social marketing campaign is to raise awareness among persons most at-risk for the Human Immunodeficiency Virus (HIV) in communities with the highest incidence of HIV. The campaign will improve community capacity to raise awareness among high-risk populations regarding high-risk behaviors and link those with HIV infection to care and treatment programs. The purpose of the "Don't Think, Know" campaign is to reduce the incidence of Chlamydia and gonorrhea by motivating young women (under 26 years of age) of color in the unincorporated areas of the Second District to seek STD services and change risk-taking behaviors that can lead to STD infection.

Each Supervisor  
January 13, 2012  
Page 2

County Counsel has reviewed and approved the amendment as to use. County Counsel and the CEO have reviewed and approved this delegated authority action.

If you have any questions or require additional information, please let me know.

JEF: mmc:ar  
DA #02083

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors